## ORDER

Orders Order / Rev: 180368 Alt Order #: Democratic Congressional Campaign Cc Product Desc: **KMGH** Estimate: Flight Dates: 10/23/12 - 10/29/12 Primary AE: David Lombardo 08/10/12 / 08/10/12 Sales Office: Original Date / Rev: **EWSDC** Order Type: **GENERAL** Sales Region: NAT **Great American Media** Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Broadcast Dan Nagelberg Billing Calendar: 1010 Wisconsin Avenue NW Billing Cycle: EOM/EOC Washington DC, DC 20007 Agency Commission: 15% Advertiser Name: Issue/DCCC Demographic: A25-54 New Business Thru: **Product Codes:** Order Separation: 00:05:00

PL23-Issue/Prop Priority: PREEMPTIBLE

Revenue Codes: POL, POL, ISS

Advertiser External ID: Agency External ID:

**Totals** 

**Bill Plan** 

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	114	\$140,650.00	\$119,552.50
10/29/12	10/29/12	28	\$41,825.00	\$35,551.25

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	114	\$140,650.00	\$119,552.50	0.00
November 2012	28	\$41,825.00	\$35,551.25	0.00
Totals	142	\$182,475.00	\$155.103.75	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
1 KMGH	10/23/1	2 10/29/12	7News at 5AM	CA	5AM-530AM	MTWTF	:30	1	\$350.00 P3	0.00 NM	2	\$700.00
			7News at 5AM									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2	22/12	10/28/12	- TWTF	1	\$350.00	0.00						
Week: 10/2	29/12	11/04/12	M	1	\$350.00	0.00						
2 KMGH	10/23/1	2 10/29/12	7News at 530AM	CA	530AM-6AM	MTWTF	:30	1	\$350.00 P3	0.00 NM	2	\$700.00
			7News at 530AM									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2	22/12	10/28/12	- TWTF	1	\$350.00	0.00						
Week: 10/2	29/12	11/04/12	M	1	\$350.00	0.00						
3 KMGH	10/23/1	2 10/29/12	6-7A News M-F/K	MGH CA	6A-7A	MTWTF	:30	10	\$625.00 P3	0.00 NM	10	\$6,250.00
			6-7A News									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2	22/12	10/28/12	- TWTF	8	\$625.00	0.00						
Week: 10/2	29/12	11/04/12	M	2	\$625.00	0.00						
4 KMGH	10/23/1	2 10/29/12	GMA M-F 7-9A / F	KMGH CA	7A-9A	MTWTF	:30	10	\$750.00 P3	0.00 NM	10	\$7,500.00
			GMA M-F 7-9A									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2	22/12	10/28/12	- TWTF	8	\$750.00	0.00						
Week: 10/2	29/12	11/04/12	M	2	\$750.00	0.00						
E 5 KMGH	10/23/1	2 10/29/12	9a-930a Right Thi	s Minu@A	9a-930a	MTWTF	:30	2	\$450.00 P3	0.00 NM	2	\$900.00
			9a-930a Right Th	is Minute								
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				l		
Week: 10/2	22/12	10/28/12	- TWTF	1	\$450.00	0.00				ı		

Print Date: 08/10/12 14:07:59 Page 2 of 5

Order / Rev: 180368 Advertiser: Issue/DCCC

Alt Order #: Product Desc: Democratic Congressional Campaign Cc KMGH

Flight Dates: 10/23/12 - 10/29/12 Estimate: 1193

Ln Ch	Start	End	Inventory Cod	e Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 5 KMGH	10/23/1	2 10/29/12	9a-930a Right T 9a-930a Right T		9a-930a	МГЖГБ	:30	2	\$450.00 P3	0.00 NM	2	\$900.00
Sta Week: 10/	rt Date 29/12	End Date 11/04/12	Weekdays M	Spots/Week 1	Rate \$450.00	Rating 0.00						
E 6 KMGH	10/23/1	2 10/29/12	930a-10 Right T 930a-10 Right T		930a-10a	МГWГF	:30	2	\$450.00 P3	0.00 NM	2	\$900.00
<u>Sta</u> Week: 10/ Week: 10/		End Date 10/28/12 11/04/12	<u>Weekdays</u> - TWΓF M	Spots/Week 1 1	Rate \$450.00 \$450.00	Rating 0.00 0.00						
7 KMGH	10/23/1	2 10/29/12	The View THE VIEW	CA	10A-11A	МГWГF	:30	5	\$1,000.00 P2	0.00 NM	8	\$8,000.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2 Week: 10/2		10/28/12 11/04/12	- TWTF M		\$1,000.00 \$1,000.00	0.00 0.00						
		2 10/29/12	11A-12P News/I		11A-12P	МГЖГБ	:30	5	\$500.00 P2	0.00 NM	5	\$2,500.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2		10/28/12	- TWTF	4	\$500.00	0.00						
Week: 10/		11/04/12	M	1	\$500.00	0.00						
9 KMGH	10/23/1	2 10/29/12	The CHEW The CHEW	CA	1157A-1P	МГЖГБ	:30	5	\$450.00 P2	0.00 NM	5	\$2,250.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
Week: 10/2 Week: 10/2		10/28/12 11/04/12	- TWTF M	4	\$450.00 \$450.00	0.00 0.00						
		2 10/29/12	General Hospita	ıl CA	2P-3P	МГЖГБ	:30	3	\$450.00 P2	0.00 NM	5	\$2,250.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/28/12	- ТWГF	4	\$450.00	0.00						
Week: 10/		11/04/12	M	1	\$450.00	0.00			#400 00 D0	0.00 NIM	40	<b>#</b> 4.000.00
		2 10/29/12	3P-4P M-F Rota Katie Couric		3P-4P	МГЖГБ	:30	5	\$400.00 P3	0.00 NM	10	\$4,000.00
Sta Week: 10/2	rt Date	End Date 10/28/12	<u>Weekdays</u> - TWTF	Spots/Week 8	<u>Rate</u> \$400.00	Rating 0.00						
Week: 10/2		11/04/12	M	2	\$400.00	0.00						
12 KMGH	10/23/1	2 10/29/12	DR. OZ - 4PM Dr. Oz	CA	4P-5P	МГWГF	:30	5	\$425.00 P3	0.00 NM	10	\$4,250.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2		10/28/12	- TWTF M	8	\$425.00	0.00						
Week: 10/2		11/04/12	5-530P News M	-E/KMG#TA	\$425.00 5P-530P	0.00 MTWTF	:30	5	\$850.00 P3	0.00 NM	8	\$6,800.00
13 KWOIT	10/23/1	2 10/23/12	5-530P News	-1/KWOWA	31 -3301	WII WI I	.50	J	φ030.001 3	O.OO INIVI	0	ψ0,000.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	22/12	10/28/12	- ТWГF	6	\$850.00	0.00						
Week: 10/		11/04/12	M	2	\$850.00	0.00			<b>40.075.00.D4</b>	0.00.1114		<b>#</b> 00 000 00
		2 10/29/12	6p-630p JEOPA 6P-630P JEOPA	ARDY (M-F)	6P-630P	МГWГF	:30	5	\$2,975.00 P1	0.00 NM	8	\$23,800.00
	rt Date	End Date	<u>Weekdays</u> - TWTF	Spots/Week	Rate	Rating						
Week: 10/2 Week: 10/2		10/28/12 11/04/12	- 1 W1 F M		\$2,975.00 \$2,975.00	0.00 0.00						
		2 10/29/12	630-7P WHEEL 630-7p WHEEL	(M-F) CA	630-7P	МГЖГЕ	:30	5	\$2,975.00 P1	0.00 NM	8	\$23,800.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2	22/12	10/28/12	- ТWГF	6	\$2,975.00	0.00						
Week: 10/		11/04/12	M		\$2,975.00	0.00						
16 KMGH	10/23/1	2 10/29/12	Nightline Nightline	CA	1037P-1103	P MTWTF	:30	5	\$1,000.00 P3	0.00 NM	8	\$8,000.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2 Week: 10/2		10/28/12 11/04/12	- TWTF M		\$1,000.00 \$1,000.00	0.00 0.00						
		2 10/29/12	<del></del>	CA	11:03P-12:0		:30	3	\$325.00 P3	0.00 NM	4	\$1,300.00
				-				_			ı	

Print Date: 08/10/12 14:08:00 Page 3 of 5

Order / Rev: 180368 Advertiser: Issue/DCCC

Alt Order #: Product Desc: Democratic Congressional Campaign Cc KMGH

Flight Dates: 10/23/12 - 10/29/12 Estimate: 1193

Ln Ch Start End	Jimmy Kimmel	e Break	Start/End	Time Days	Len Spo	ots Rate Pri	Rtg Type	Spots	Amount
Start Date         End D           Week: 10/22/12         10/28/           Week: 10/29/12         11/04/	12 - TWTF	Spots/Week 3 1	Rate \$325.00 \$325.00	Rating 0.00 0.00					
18 KMGH 10/23/12 10/20	5/12 430-5A News M- 7News at 430am		430A-5A	- ТWГ	:30	2 \$50.00 P3	0.00 NM	2	\$100.00
<u>Start Date</u> <u>End D</u> Week: 10/22/12 10/28/		Spots/Week 2	<u>Rate</u> \$50.00	Rating 0.00					
19 KMGH 10/29/12 10/29	Dancing w/ Stars	S	7-9pm	M	:30	1 \$10,000.00 P2	0.00 NM	1	\$10,000.00
Start Date End D Week: 10/29/12 11/04/	12 M		Rate \$10,000.00	Rating 0.00	/a alada sa	Laurette Bata	Dia Tara		
Spot Ch Date Range 3 (MGH 10/29/12-11/04/	<u>Description</u> 12 ABC Mon A	7P-9	t/End Time P	_	/eekdays		Rtg <u>Type</u> 0.00 NM		
20 KMGH 10/29/12 10/29	0/12 ABC Mon C Castle	CA	9P-10P	M	:30	1 \$6,500.00 P2	0.00 NM	1	\$6,500.00
<u>Start Date</u> <u>End D</u> Week: 10/29/12 11/04/		Spots/Week 1	Rate \$6,500.00	Rating 0.00					
21 KMGH 10/23/12 10/2	3/12 10P NEWS - M-F 10P NEWS (M-F		10P-1037P	- TWTF- S	:30	2 \$2,500.00 P2	0.00 NM	2	\$5,000.00
<u>Start Date</u> <u>End D</u> Week: 10/22/12 10/28/		Spots/Week 2	Rate \$2,500.00	Rating 0.00					
22 KMGH 10/23/12 10/23		CA	8P-9P	- T	:30	1 \$7,000.00 P2	0.00 NM	1	\$7,000.00
Start Date         End D           Week: 10/22/12         10/28/		Spots/Week 1	<u>Rate</u> \$7,000.00	Rating 0.00					
23 KMGH 10/24/12 10/24	MODERN FAMII	• /	8P-830P	W	:30	1 \$9,000.00 P3	0.00 NM	1	\$9,000.00
<u>Start Date</u> <u>End D</u> Week: 10/22/12 10/28/		Spots/Week 1	<u>Rate</u> \$9,000.00	Rating 0.00					
24 KMGH 10/25/12 10/29	Grey's Anatomy	CA	8P-9P	T	:30	1 \$8,000.00 P1	0.00 NM	1	\$8,000.00
<u>Start Date</u> <u>End D</u> Week: 10/22/12 10/28/		Spots/Week 1	Rate \$8,000.00	Rating 0.00					
25 KMGH 10/25/12 10/25	5/12 ABC Thurs C Private Practice	CA	9P-10P	T	:30	1 \$4,000.00 P1	0.00 NM	1	\$4,000.00
<u>Start Date</u> <u>End D</u> Week: 10/22/12 10/28/		Spots/Week 1	Rate \$4,000.00	Rating 0.00					
26 KMGH 10/26/12 10/20	6/12 ABC Fri A Extreme Makeov		7P-8P	F	:30	1 \$2,000.00 P2	0.00 NM	1	\$2,000.00
Start Date End D Week: 10/22/12 10/28/		Spots/Week 1	Rate \$2,000.00	Rating 0.00					
27 KMGH 10/26/12 10/20	6/12 ABC Fri C 20/20	CA	9P-10P	F	:30	1 \$3,950.00 P1	0.00 NM	1	\$3,950.00
<u>Start Date</u> <u>End D</u> Week: 10/22/12 10/28/	12 F	Spots/Week 1	Rate \$3,950.00	Rating 0.00					
28 KMGH 10/27/12 10/2	7/12 ABC GMA SAT GMA SAT	CA	Sat GMA 6A	-7AS-	:30	1 \$225.00 P3	0.00 NM	1	\$225.00
<u>Start Date</u> <u>End D</u> Week: 10/22/12 10/28/	12S-	Spots/Week 1	Rate \$225.00	Rating 0.00					
29 KMGH 10/27/12 10/2	7/12 7-9a Sat Morning 7-9a Sat Morning		7A-9A	S-	:30	2 \$400.00 P3	0.00 NM	2	\$800.00
Start Date         End D           Week: 10/22/12         10/28/		Spots/Week 2	<u>Rate</u> \$400.00	Rating 0.00					
30 KMGH 10/27/12 10/2	7/12 5-6p News Satur 5pm News Satur	•	5P-6p	S-	:30	2 \$450.00 P3	0.00 NM	2	\$900.00
Start Date         End D           Week: 10/22/12         10/28/	ate <u>Weekdays</u>	Spots/Week 2	<u>Rate</u> \$450.00	Rating 0.00					

Print Date: 08/10/12 14:08:00 Page 4 of 5

Order / Rev: 180368 Advertiser: Issue/DCCC

Alt Order #: Product Desc: Democratic Congressional Campaign Cc KMGH

Flight Dates: 10/23/12 - 10/29/12 Estimate: 1193

Ln Ch Start End	Inventory Code Break	Start/End T	ime Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
31 KMGH 10/27/12 10/27/	I2 SAT 6P-7P Rotation CA SAT 6P-7P Rotation	6P-7P	S-	:30	2	\$600.00 P3	0.00 NM	2	\$1,200.00
Start Date End Date Week: 10/22/12 10/28/1:			Rating 0.00						
32 KMGH 10/27/12 10/27/		10P-1037P	S-	:30	1	\$625.00 P3	0.00 NM	1	\$625.00
Start Date End Date Week: 10/22/12 10/28/1:	e Weekdays Spots/Week		Rating 0.00						
33 KMGH 10/27/12 10/27/	12 SA/SU LF ROS/1037P-1 <b>2</b> A	1037P-12:37F	S-	:30	1	\$125.00 P3	0.00 NM	1	\$125.00
Start Date End Date			Rating						
Week: 10/22/12 10/28/13 34 KMGH 10/27/12 10/27/		\$125.00 1137P-1207A	0.00	:30	1	\$75.00 PRE	E 0.00 NM	1	\$75.00
Start Date End Da	Scrubs <u>e Weekdays Spots/Week</u>	Rate_	Rating						
Week: 10/22/12 10/28/1		\$75.00	0.00						
35 KMGH 10/28/12 10/28/	GMA SUN	Sun GMA 6A-	-7AS	:30	2	\$200.00 P2	0.00 NM	2	\$400.00
Start Date         End Date           Week: 10/22/12         10/28/13		Rate \$200.00	Rating 0.00						
36 KMGH 10/28/12 10/28/	12 7A-8A SUN MORN NEWCA 7A-8A SUN MORN NEWS	7A-8A	S	:30	1	\$300.00 P3	0.00 NM	1	\$300.00
Start Date End Date Week: 10/22/12 10/28/1:			Rating 0.00						
37 KMGH 10/28/12 10/28/	12 ABC This Week CA ABC This Week		dayS	:30	1	\$1,000.00 P3	0.00 NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/1:	e Weekdays Spots/Week		Rating 0.00						
38 KMGH 10/28/12 10/28/	12 9A-10A SUN MORN NE <b>1</b> 6A	9A-10A	S	:30	1	\$375.00 P3	0.00 NM	1	\$375.00
Start Date End Date			Rating						
Week: 10/22/12 10/28/12 39 KMGH 10/28/12 10/28/		\$375.00 4P-430P	0.00	:30	1	\$150.00 P3	0.00 NM	1	\$150.00
Start Date End Da	4PM - SUN <u>e Weekdays Spots/Week</u>	Rate	Rating						
Week: 10/22/12 10/28/12		\$150.00	0.00			<b>.</b>			
40 KMGH 10/28/12 10/28/	12 5pm News Sunday CA 5pm News Sun Local News	5P-6P	S	:30	1	\$525.00 P3	0.00 NM	1	\$525.00
Start Date End Date Week: 10/22/12 10/28/13			Rating 0.00						
41 KMGH 10/28/12 10/28/		7P-8P	S	:30	1	\$5,000.00 P1	0.00 NM	1	\$5,000.00
Start Date End Date Week: 10/22/12 10/28/1:	e <u>Weekdays</u> <u>Spots/Week</u>	-	Rating 0.00						
42 KMGH 10/28/12 10/28/	2 SUN Sports Extra-KMGHCA	1037P-11p	S	:30	1	\$550.00 P3	0.00 NM	1	\$550.00
Start Date End Date			Rating						
Week: 10/22/12 10/28/13		Ψ000.00	0.00	-20		£4.00.00 D2	0.00 NIM		<b>#</b> 400.00
43 KMGH 10/28/12 10/28/	Castle	12A-1A		:30	1	\$100.00 P3	0.00 NM	1	\$100.00
Start Date End Date Week: 10/22/12 10/28/12	2S 1	\$100.00	Rating 0.00						
44 KMGH 10/28/12 10/28/	Brothers & Sisters	M-SU 1237A-	5A OS	:30	1	\$100.00 P3	0.00 NM	1	\$100.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/1:			Rating 0.00						
45 KMGH 10/23/12 10/23/		8P-9P	- T	:30	1	\$7,000.00 P2	0.00 NM	1	\$7,000.00
MG from order # 180315	Dancing w/ stars								

Print Date: 08/10/12 14:08:00 Page 5 of 5

 Order / Rev:
 180368
 Advertiser:
 Issue/DCCC

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 Product Desc:
 Democratic Congressional Campaign Cc
 KMGH

 Flight Dates:
 10/23/12 - 10/29/12
 Estimate:
 1193

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spot	Rate Pri	Rtg Type	Spots	Amount
45	KMGH	10/23/12	10/23/12	ABC Tue B	CA	8P-9P	- T	:30	1 \$7,000.00 P2	0.00 NM	1	\$7,000.00
				Dancing w/ stars								
	MG from	order # 1	80315									
	Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating					
W	eek: 10/2	22/12	10/28/12	- T	1	\$7,000.00	0.00					
46	KMGH	10/23/12	10/23/12	ABC Tue C	CA	9P-10P	- T	:30	1 \$3,575.00 P2	0.00 NM	1	\$3,575.00
				Body of Proof								
	MG from	order # 1	80315									
	Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating					
W	eek: 10/2	22/12	10/28/12	- T	1	\$3,575.00	0.00					

Totals 142 \$182,475.00